

APPROVED MINUTES OF THE ECONOMIC DEVELOPMENT COMMISSION

Monday, March 12, 2007

I. Roll Call – 6:00 PM

Commissioners Present Vice Chair Frank de Smidt and Committioners Ray Maglalang, Barbara Santos, Don Peoples, Vince Songcayawon, Tomo Nguyen, Minh Nguyen, Zeya Mohsin, Charlene Tsao.

Commissioners Absent: Dhaval Brahmhatt,

Council Liaison: Mayor Jose Esteves

Staff Present: Economic Development Manager Diana Whitecar
Transportation Planner Joe Oliva
Consultant Susan Lewis

Public: One member of the public was present

II. Approval of Alternates both Alternates Seated.

III. Announcements

Mayor Esteves advised that the increases in the business license fee was discussed at the City's budget study session and that the City Council rejected a recommendation to attach 9-1-1 fees to every phone line.

Vice Chair de Smidt also noted that the business license increase was \$25 for those renewing and \$50 for new businesses and that this would cover business license processing expenses.

Several Commissioners expressed concern and frustration as a result of the impact of the Midtown and Transit Area Plans on the School District. The Commission requested information on the school impact fees levied on each development. Commission Santos expressed concern that the Transit Area Plan does not include areas for school development.

IV. Public Forum: No speakers.

V. Approval of Agenda

Commissioner Maglalang requested that the Agenda include a discussion on Solar Energy.
Motion/second: Maglalang/Songcayawon.

Motion to approve the agenda, with the changes noted, was approved by unanimous vote.
Motion/second: Mohsin/Santos.

VI. Approval of Minutes of January 31, 2007. Motion to approve the previous meeting's minutes was approved by unanimous vote. Motion/Second: Maglalang/Santos.

VII. Unfinished Business

1. Estrella Residential Conversion (Warmington Homes): Commissioner Peoples indicated that he would like to see the Commission advise the City Council on rezoning of commercial and industrial land. He reiterated the information presented at the January meeting regarding the loss

of nearly 90 businesses and over 400 jobs and that the rezoning of this site, the South Bay Tech Center, was not included in the Midtown Specific Plan.

Motion: The Economic Development Commission recommends denial of Warmington Homes to rezone the site occupied by the South Bay Tech Center. The request for denial is in consideration of the loss of jobs and businesses since land conversions considered in the Transit Area Plan and other locations in the Midtown Specific Plan allow for continued redevelopment. Commissioner Maglalang requested that the motion include the Commission's concern that the impacts on the School District since it was not included in the Midtown Specific Plan impact analysis.

Motion/second: Peoples/Songcayawon

Voting in favor of the Motion: Peoples, T.T. Nguyen, Tsao, de Smidt, Maglalang, Songcayawon, M. Nguyen and Santos. Abstain: Commissioner Mohsin.

Commissioners requested that the minutes of the meeting be included in the recommendations to the City Council and Planning Commission.

2. Industrial Analysis – Ms. Whitecar advised the Commission that the study was in draft form and that staff was still reviewing it and that we would bring a map to the next meeting that shows other cities that have restrictions on industrial development. Mayor Esteves suggested a moratorium for changing industrial land uses until the study is complete.
3. Midtown Precise Plan: Ms. Whitecar indicated that she would be discussing this with the Milpitas Downtown Association meeting on April 5th and present the recommendation to move forward on the Precise Plan to the City Council on May 1st.
4. Entry Signs: Ms. Whitecar indicated that the signs were awaiting Caltrans approval of the Major Gateway sign at Calaveras and 237 so that the design could be coordinated.

VIII. New Business

1. Consultant Susan Lewis reviewed:
 - a. Branding Stakeholder Committee: Susan Lewis distributed the final Stakeholder Committee list and the work program. The Committee will meet on March 21st.
 - b. Airport Signage: Susan Lewis presented a proposal from JCDecaux, the San Jose Airport marketing group, to display the Milpitas Banners in Terminal A between July and September 07 for \$49,500. The Commission agreed to recommend this proposal to the City Council.
 - c. Business Development Subcommittee: Ms. Whitecar agreed to set another meeting of the Subcommittee.
2. Parking Analysis Task Force: The subcommittee (Peoples, de Smidt, Mohsin and Songcayawon) will meet with staff to review the work program and discuss task force membership prior to the next EDC meeting.
3. Meeting with Hoteliers: Ms. Whitecar indicated that this meeting was delayed until April.

IX. Adjournment

Motion to adjourn the meeting at 8:45 PM was made.
The next meeting date was March 12, 2007.

Motion/second: T.T. Nguyen/Maglalang, motion approved by unanimous vote.

For the Next Meeting Commissioner Maglalang requested information on whether the City's Redevelopment Agency could help fund Solar Energy Initiatives and provide permit relief.

Minutes prepared and submitted by

Diana Whitecar
Economic Development Manager